

PGPUB-DOCUMENT-NUMBER: 20020133451

PGPUB-FILING-TYPE: new

DOCUMENT-IDENTIFIER: US 20020133451 A1

TITLE: Dynamic price changing web marketing system and the method for the same

PUBLICATION-DATE: September 19, 2002

INVENTOR-INFORMATION:

NAME	CITY	STATE	COUNTRY	RULE-47
------	------	-------	---------	---------

Wang, Chih-Hua	Taipei	TW		
----------------	--------	----	--	--

Lin, Shih-Ping	Kaohsiung	TW		
----------------	-----------	----	--	--

US-CL-CURRENT: 705/37,705/26

ABSTRACT: A dynamic price changing web marketing system, which comprises a commodity database, a commodity data providing module, and a trade processing module. The commodity database stores at least one commodity datum. The commodity providing module provides commodity data in a specific format. The trade processing module receives consumer's order for purchasing commodities. It is further characterized in that it contains a dynamic price changing module that gradually lowers the commodity price from an initial price. The commodity data providing module immediately provides the lowered price to the consumer. The trade processing module receives the consumer's order for purchasing the commodity when the price is lowered to a specific value. The invention also discloses a corresponding dynamic price changing web marketing method.

----- KWIC -----

Title - TTL: Dynamic price changing web marketing system and the method for the same

Abstract Paragraph - ABTX: A dynamic price changing web marketing system, which comprises a commodity database, a commodity data providing module, and a trade processing module. The commodity database stores at least one commodity datum. The commodity providing module provides commodity data in a specific format. The trade processing module receives consumer's order for purchasing commodities. It is further characterized in that it contains a dynamic price changing module that gradually lowers the commodity price from an initial price. The commodity data providing module immediately provides the lowered price to the consumer. The trade processing module receives the consumer's order for purchasing the commodity when the price is lowered to a specific value. The invention also discloses a corresponding dynamic price changing web marketing method.

Summary of Invention Paragraph - BSTX: [0002] The invention relates to a dynamic price changing web marketing system and the corresponding method. More particularly, the invention relates to a dynamic price changing web marketing system that lowers the commodity price over a certain period of time and receives the consumer's order for purchasing the commodity.

Summary of Invention Paragraph - BSTX: [0005] Pursuant the above problem, it is an objective

of the invention to provide a dynamic price changing web marketing system and its corresponding method to increase the purchase motivation of the consumer and the number of consumers connecting to the merchant's web store.

Summary of Invention Paragraph - BSTX: [0006] It is another objective of the invention to provide a dynamic price changing web marketing system and its corresponding method that can dynamically provide a lower commodity price to the consumer so as to stimulate the consumer to purchase through the network .

Summary of Invention Paragraph - BSTX: [0007] To achieve the above objectives, the disclosed dynamic price changing web marketing system includes a commodity database, a commodity data providing module and a trade processing module. The commodity database stores at least one commodity datum. The commodity providing module provides commodity data in a specific format. The trade processing module receives consumer's order for purchasing commodities. It is further characterized in that it contains a dynamic price changing module that gradually lowers the commodity price from an initial price. The commodity data providing module immediately provides the lowered price to the consumer. The trade processing module receives the order for purchasing the commodity from the consumer when the price is lowered to a specific value.

Summary of Invention Paragraph - BSTX: [0008] The invention also provides a dynamic price changing web marketing method, which reads in a commodity datum from a commodity database, provides the commodity datum in a specific format to a consumer using a commodity data providing module, and receives the consumer's order for purchasing the commodity using a trade processing module. The method is characterized in that: when the commodity data providing module provides commodity data to the consumer, a dynamic price changing module gradually lowers the commodity price from an initial price from an initialization time . The commodity data providing module further provides the lowered price to the consumer. The trade processing module further receives the consumer's order for purchasing the commodity when the price is lowered to a specific value.

Summary of Invention Paragraph - BSTX: [0009] The disclosed dynamic price changing web market system and method fully utilize the fast speed and high interactivity of computer and network technologies and perform dynamic price changing web marketing activities for consumers at different locations. Therefore, the invention can achieve effects that are not conventionally possible.

Brief Description of Drawings Paragraph - DRTX: [0011] FIG. 1 is a schematic view of the dynamic price changing web marketing system according to a preferred embodiment of the invention;

Brief Description of Drawings Paragraph - DRTX: [0012] FIG. 2 is a schematic view of the data structure in the commodity database of the dynamic price changing web marketing system in FIG. 1;

Brief Description of Drawings Paragraph - DRTX: [0013] FIG. 3 is a schematic view of the data structure in the consumer database of the dynamic price changing web marketing system in FIG. 1; and

Brief Description of Drawings Paragraph - DRTX: [0014] FIG. 4 is a flowchart outlining the procedure for implementing the dynamic price changing web marketing method according to a preferred embodiment of the invention.

Detail Description Paragraph - DETX: [0015] Preferred embodiments of the dynamic price changing web marketing system and the corresponding method will be apparent from the following detailed description, which proceeds with reference to the accompanying drawings, wherein the same references relate to the same elements.

Detail Description Paragraph - DETX: [0016] With reference to FIG. 1, a preferred embodiment of the dynamic price changing web marketing system 1 of the invention includes a commodity database 11, a commodity data providing module 12, a dynamic price changing module 13, a trade processing module 14 and a consumer database 15. In this embodiment, the system 1 is implemented on a web server with at least one central processing unit (CPU) and at least one storage device. Each module is a program module stored in the storage device. Each database is also stored in the storage device. After the CPU reads in the program code of each program module from the storage device, subsequent procedures in the dynamic price changing web marketing method can be carried out with other assisting software and hardware in the web server.

Detail Description Paragraph - DETX: [0019] Referring to FIG. 3, the consumer database 15 stores several consumer data 150, each including a consumer name 151, a consumer password 152, a consumer address 153, and a consumer's credit card number 154. Through the consumer data 150, the dynamic price changing web marketing system 1 can perform trades with consumers 80. For example, when a consumer 80 selects a specific commodity, from the consumer database 15 the system 1 can directly retrieve the consumer's credit card number 154 to complete the payment process and the consumer's name and address to send the commodity to the consumer 80.

Detail Description Paragraph - DETX: [0020] Please refer to FIG. 4 for a better understanding of the following procedure for the dynamic price changing web marketing method according to a preferred embodiment of the invention.

Detail Description Paragraph - DETX: [0021] First, in step 41, the dynamic price changing module 13 gradually lowers the commodity price starting from an initial price. The dynamic price changing module 13 can adjust the initialization time to lower the price, the price lowering rate and the lowest price or the finishing time for lowering the price according to the merchant's settings. The initial commodity price can be the price stored in the commodity database 11. After the initial set up is complete, the merchant can first perform some advertising activities (such as web advertisements or sending solicitous E-mail) so that the potential consumers of the commodity

can know of the time for this dynamic price changing activity of the commodity.

Detail Description Paragraph - DETX: [0024] If the consumer 80 decides to purchase the commodity with the lowered price in step 45, the procedure continues to step 46 to obtain the price at the time the consumer 80 makes the purchase request and uses that price to trade with the consumer 80. That is, when the consumer 80 sends out the purchase request, the dynamic price changing module 13 will check what price the commodity is selling at and provide that price to the trade processing module 14. The trade processing module 14 then performs the payment process using this price and other trade actions according to the commodity data 110 and the consumer data 150.

Detail Description Paragraph - DETX: [0027] In addition, since the system and method according to the disclosed preferred embodiments fully utilizes the fast speed and high interactivity of computer and network technologies to conduct dynamic price changing web marketing activities for consumers located at different places, they can achieve effects that are impossible for conventional marketing methods. They can perform dynamic price changing web marketing activities for consumers at different locations during a selected period of time.

Claims Text - CLTX: 1. A dynamic price changing web marketing system, which comprises: a commodity database for storing at least one commodity datum; a commodity data providing module for providing the commodity datum in a specific format to a consumer; and a trade processing module for receiving the user's order for purchasing the commodity, wherein the system further comprises a dynamic price changing module for lowering the commodity price starting from an initialization time ; the commodity data providing module immediately provides the lowered price to the consumer; and the trade processing module receives the user's purchase order when the commodity price lowers to a specific value.

Claims Text - CLTX: 2. The system of claim 1, wherein the dynamic price changing module further provides a price lowering period so that the commodity price goes back to its original price after the price lowering period.

Claims Text - CLTX: 6. A dynamic price changing web marketing method, which comprises the steps of: reading in a commodity datum from a commodity database; providing the commodity datum in a specific format from a commodity data providing module to a consumer; and receiving the consumer's order for purchasing the commodity using a trade processing module; wherein when the commodity data providing module provides the commodity datum to the consumer a dynamic price changing module gradually lowers the commodity price starting from an initial price beginning from an initialization time ; the commodity data providing module immediately provides the lowered price to the consumer; and the trade processing module receives the user's purchase order when the commodity price lowers to a specific value.

Claims Text - CLTX: 7. The method of claim 6 further comprising the step of providing a price lowering period by the dynamic price changing module so that the commodity price goes back to its original price after the price lowering period.